

MARKETING (MKTG)

MKTG 102: Principles of Marketing

Principles of Marketing A basic course in which the main functions, institutions and concepts of marketing are studied. Attention is focused on providing an analytical and corporate framework for studying and understanding the marketing system within changing environmental forces.

Credits: 3

College: School of Business

Schedule Type: Lecture, On-Line

MKTG 102AC: Principles of Marketing

Credits: 3

College: School of Business

Schedule Type: By Appointment - 3 students, By Appointment - 4 students, Lecture, On-Line

MKTG 104: Marketing Foundations

Credits: 1.5

College: School of Business

Schedule Type: Lecture

MKTG 115: Fashion Merchandising

Credits: 3

College: School of Business

Schedule Type: Lecture

MKTG 207: Consumer in the Market Place

Consumer Behavior This course provides comprehensive understanding of the many dimensions of consumer behavior and the contributions of behavioral science to this discipline. The focus will be on understanding consumer needs.

Credits: 3

College: School of Business

Prerequisites: MKTG 102 or MKTG 104 [Min Grade: D]

Schedule Type: Lecture

MKTG 211: Principles of Marketing

Credits: 3

College: School of Business

Schedule Type: Lecture, On-Line

MKTG 217: Retailing Strategy & Structure

Retailing Strategy and Structure A comprehensive understanding of retail strategy in the dynamic retailing environment. Special attention is given to retailing structure since it underlies the strategic decision making of retailing management.

Credits: 3

College: School of Business

Prerequisites: MKTG 102 or MKTG 104 [Min Grade: D]

Schedule Type: By Appointment - 1 student, Lecture

MKTG 300: Sports Marketing

This course will examine the complex and diverse nature of sports marketing. Specific emphasis will be placed on the contingency framework for sports marketing, with attention to market selection, marketing mix decisions, and the implementation and control of the sports marketing process. Additionally the course will examine the marketing through sports, using sports as a platform for developing strategies and tactics to sell non-sports products. Pre-requisites: BUS 200 (Introduction to Sports Business).

Credits: 3

College: School of Business

Prerequisites: BUS 200 [Min Grade: D]

Schedule Type: Hybrid, Lecture, On-Line

MKTG 302: Prod Devp & Innovation

Product Development and Innovation This course is designed to expose students to the concept of innovation and an understanding of the process of product/ service development and innovative marketing. Students learn how a product is conceptualized and ultimately commercialized. They will understand the factors that play a central role in the process.

Credits: 3

College: School of Business

Prerequisites: MKTG 102 or MKTG 104 [Min Grade: D]

Schedule Type: Lecture

MKTG 305: Contemporary Brand Mgmt.

In this course students will learn the terminology, concepts and activities of brand management, including gaining an understanding of the brand equity concept, including steps that can be taken to create and grow the brand's value, identifying & establishing the brand values & positioning, planning & implementing brand marketing programs, measuring & interpreting brand performance, and continuing to grow & sustain brand equity over the long-term.

Credits: 3

College: School of Business

Prerequisites: MKTG 102 or MKTG 104 [Min Grade: D]

Schedule Type: Lecture

MKTG 307AC: Principles Social Media Mktg.

Credits: 3

College: School of Business

Schedule Type: Lecture

MKTG 310: Integrated Mktg Communication

Integrated Marketing Communication This course examines the vital role of marketing communications in the development of marketing strategy. Integrated marketing communications (IMC) is emphasized as students explore the use of advertising, personal selling, sales promotions, Internet marketing, database marketing, public relations, etc., to enhance brand equity. The strategy and planning involved in the development of integrated campaigns is emphasized.

Credits: 3

College: School of Business

Prerequisites: MKTG 102 or MKTG 104 [Min Grade: D]

Schedule Type: Lecture

MKTG 315: Mktg in a Digital Environment

Marketing in a Digital Environment This course investigates the ways in which new technologies are changing the field of marketing. Major topics include Internet advertising, database marketing, sales-force automation and customer relationship-management software tools. Other topics include the impact of new technologies on distribution strategies, online pricing models, mass-customization strategies, data mining and media implications.

Credits: 3**College:** School of Business**Prerequisites:** MKTG 102 or MKTG 104 [Min Grade: D]**Schedule Type:** By Appointment - 1 student, Lecture**MKTG 318: Sales Management****Credits:** 3**College:** School of Business**Prerequisites:** MKTG 102 or MKTG 104 [Min Grade: D]**Schedule Type:** Lecture**MKTG 320: Visual Literacy**

A survey course in which students will examine, appreciate and communicate with visual media. Students will enhance their capacity to look at a design and evaluate what is effective, with an understanding of design language and the process by which good communication is created.

Credits: 3**College:** School of Business**Schedule Type:** By Appointment - 3 students, By Appointment - 4 students, Lecture**MKTG 324: International Marketing**

This course applies fundamental marketing concepts in a global context. We will study marketing practices used by businesses to adapt to the international environment and how to scan the globe for opportunities in other countries. The impact of technological advances, monitoring the changing business environment, and developing effective global marketing strategies is also presented.

Credits: 3**College:** School of Business**Prerequisites:** MKTG 102 or MKTG 104 [Min Grade: D]**Schedule Type:** Lecture, On-Line**MKTG 328: Merchandise Buying/Operations**

Merchandise Buying/Operations The course provides the student with the understanding of the interdependence of the merchandising and operations functions. Students have a comprehensive understanding of the retail business from gross sales to net profit. To achieve this understanding, students are required to prepare a merchandising/operations plan that integrates all of the elements of doing business in the retail environment.

Credits: 3**College:** School of Business**Prerequisites:** MKTG 217 [Min Grade: D]**Schedule Type:** Lecture**MKTG 381: Independent Study in Marketing****Credits:** 3**College:** School of Business**Prerequisites:** MKTG 102 or MKTG 104 [Min Grade: D]**Schedule Type:** Independent Study**MKTG 391: Marketing Research**

Marketing Research Exposure to marketing-research techniques and procedures used in gathering, recording, analyzing and reporting of data related to marketing problems.

Credits: 3**College:** School of Business**Prerequisites:** MKTG 207 and (STAT 202 or ABA 202) [Min Grade: D]**Schedule Type:** Lecture**MKTG 404: Consumer Behavior****Credits:** 3**College:** School of Business**Prerequisites:** MKTX 101 or MKTG 102 [Min Grade: D]**Schedule Type:** Lecture, On-Line**MKTG 408: E-Business Strategy**

Survey of E-Commerce This is an introductory course in which the size, scope and impact of e-commerce is explored. This course includes discussions about how technology impacts business processes and transactions. A significant part of the course will discuss the e-business technology platform. Additional topics include business-to-business market exchanges, online auctions, electronic-payment systems, market valuation of e-commerce firms, and government policies and issues concerning e-commerce such as privacy, regulations and ethics.

Credits: 3**College:** School of Business**Prerequisites:** MKTG 102 or MKTG 104 [Min Grade: D]**Schedule Type:** Lecture**MKTG 412: Marketing Strategy Seminar**

Marketing Strategy Seminar Skills will be developed for making better decisions by learning to integrate various topics of marketing. The importance and know-how of anticipating, recognizing and adapting to external forces on the decision-making process and organization will be discussed. Emphasis will be placed on incorporating the most recent literature, which is of theoretical and practical importance, in the decision-making process. The course is built around readings, marketing cases, research papers and problem sets. A comprehensive marketing plan will be developed.

Credits: 3**College:** School of Business**Prerequisites:** MKTG 391 [Min Grade: D]**Schedule Type:** Lecture